LEO BURNETT U.S.A.
Ad# 313-M4-"NO COUPON, COUPON"-Reg# M-93265-Page-(9 3/4" X 11 1/4")-4/C Sunday Supplements, 1986
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PLAYERS LIGHTS 25's

Now... 50 free per carton!

Kings & 100's
Regular and Menthol

Mfr's. suggested pricing based on full-price brands.

Kings: 10 mg "tar" 0.8 mg nicotine — 100's: 12 mg "tar" 0.8 mg nicotine av. per cigarette by FTC method

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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